

komtalk

Stay clear, stay connected.

LOGO DESIGN

(colors + slogan)

The primary color (blue) is chosen to evoke feelings of calmness, trust and professionalism. The secondary color (light gray) is chosen to keep the efficient and corporate side of the business, ensuring customers that Komtalk is a serious and reliable company. White color is the color of clarity and purity representing the signal and quality of call. Also, it's simplicity values are telling users that the service will be easy to use.

The slogan is there to set a seal on the clarity of the signal and to make sure that the users are all connected all the time while using this service. Simple and catchy words. Very memorable.

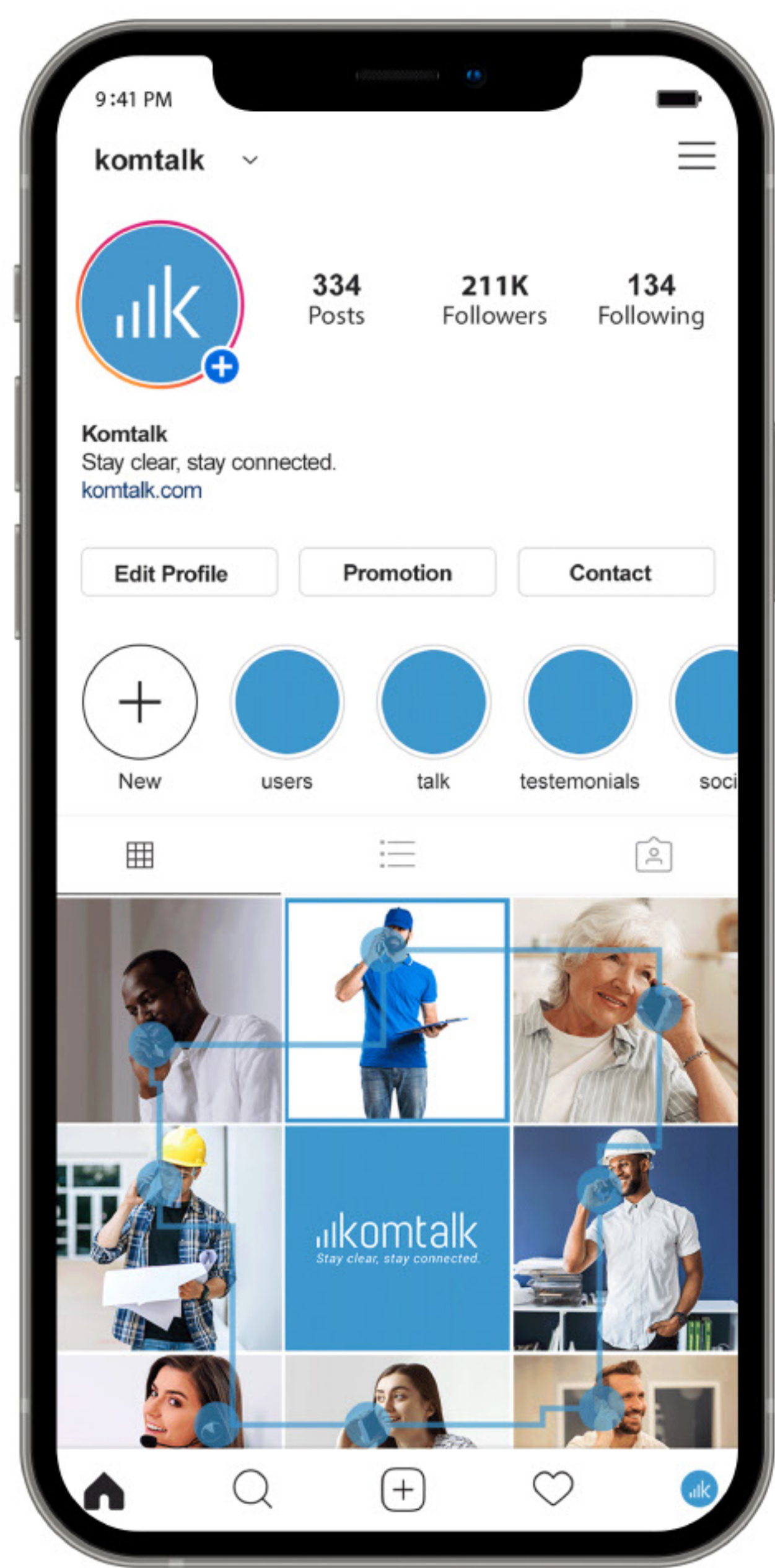


ICON DESIGN

Users will always be up against dozens of other apps, whether while browsing the app store or scrolling through their home screens. It is therefore important to create an icon that is instantly recognizable on search listing pages and a user's screen. Best icons focus on one element or concept rather than trying to jam every feature into a tiny icon. It is always better to go for instant recognition and a clearly visible symbol.



SOCIAL MEDIA



GOOGLE ADS

The topmost benefit of Google AdWords is that it works faster than SEO. Both SEO and Google AdWords are search engine marketing strategies to generate more traffic and leads. But, a well optimized AdWords campaign can work much faster for a business to get the much coveted first spot in search.

